

Message Text

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PAGE 01 JIDDA 00955 091332Z

44

ACTION COME-00

INFO OCT-01 EUR-12 NEA-10 ISO-00 EB-07 SIL-01 LAB-04

USIA-15 /050 W

----- 118563

R 091230Z FEB 76

FM AMEMBASSY JIDDA

TO SECSTATE WASHDC 3637

INFO AMEMBASSY ABU DHABI

AMEMBASSY ATHENS

AMEMBASSY CAIRO

AMCONSUL DHAHRAN

AMEMBASSY DOHA

AMEMBASSY KUWAIT

AMEMBASSY MANAMA

UNCLAS JIDDA 0955

E.O. 11652: N/A

TAGS: BEXP, SA

SUBJECT: PROPOSED SOCIETY OF PLASTIC INDUSTRY IOGA TRADE MISSION

REF (A) STATE 025115, (B) JIDDA 587, (C) DHAHRAN 166

1. PRODUCT CONTEKELJSUBJECT MISSION APPEARS TO BE ON TARGET FOR SAUDI MARKET. GOVERNMENT AND PRIVATE HOUSING PLANS OVER NEXT FIVE YEARS CONSIDERED EXCELENT BASIS FOR SALES AND SELECTION OF LOCAL AGENTS THESE PRODUCTS. PLUMBING, ELECTRICAL FIXTURES AND HOUSE FURNISHINGS ALSO HAVE EXCELLENT FALL-OUT POTENTIAL FROM HUGE HOUSING PROJECTS. GIVEN EOMPETTITIVE PRICES, PLASTIC PIPE AND HOUSEWARES ALSO HAVE POTENTIAL. PLASTIC FITTINGS SUCH AS SIMULATED WOODEN DOORS, DTC. ARE OF INTEREST HERE.

2. AS FOR TIMING, WE HAVE RECOMMENDED SEMINAR ON PORT DEVELOPMENT IN TP/FY 77 SCHEDULED FOR OCTOBER 1-4, 1976. MISSION WOULD BE WELCOME LATTER HALF OCTOBER BUT NOT LATER AS PILGRIMAGE SEASON BEGINS ABOUT NOVEMBER 4 AND ACCOMMODATIONS BECOME IMPOSSIBLE TO OBTAIN.

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3. WE WOULD SUGGEST TWO DAY STOPS IN JIDDA AND DHAHRAN, LATTER AT DISCRETION CONSULATE.

4. AS FOR OBJECTIVES, DIRECT SALE, AGENCY OR DISTRIBUTOR ARRANGEMENTS APPEAR BEST AT PRESENT TIME FOR JIDDA MARKET. LABOR SHORTAGES, PORT PROBLEMS, HOUSING SHORTAGES AND INFLATION WOULD APPEAR TO HAMPER JOINT VENTURES, LICENSING OR TURNKEY OFFERS FOR THE IMMEDIATE FUTURE. MARKET CAN BEST BE TESTED FOR SUCH PLANS BY MARKETING BEFOREHAND AND WAITING FOR PROPER TIME WHEN LOCAL MANUFACTURE BECOMES MORE FEASIBLE.

5. THE PROPOSED INDUSTRY MISSION ORGANIZERS SHOULD ALSO BE APPRISED OF UPCOMING STATE OF INDIANA MISSION WHICH WILL BE CONCENTRATING ON PREFABRICATED HOUSING. SUCCESS OF LATTER MAY DILUTE EFFECTIVENESS OF HOUSING COMPONENT BUT AT PRESENT TIME DEMAND IS OVERWHELMING FOR QUICH HOUSING.
PORTER

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